

WILLIAM MACY

Elverson, PA · macyw@lafayette.edu · 610-705-2173 · www.willjmacy.com

EDUCATION

Lafayette College

B.A Economics *GPA: 3.41*

Easton, PA
Sep 2018 - May 2022

The Hill School

GPA: 3.4

Pottstown PA
May 2015 - July 2018

EXPERIENCE

Lafayette College

Business Analyst

Easton, PA
September 2020 - Present

- Tasked with conducting market research, identifying market opportunities, and developing marketing strategies for small businesses of Easton

Lafayette College Consulting Club

Analyst

Easton, PA
April 2020 - Present

- Used Bayesian mixture models to assess and predict Easton Public Market's sales performance
- Implemented price-adjusting strategy to focus on optimal daypart mix, and instituted specials on high-margin items
- Instituted footprint-optimization task force that uses real-time internal and external data and field observations to assess the health of specific shops within Easton Public Market

Paola's Pizza

Cook

Elverson, PA
May 2015 - March 2020

- Played integral role in saving more than \$200 per month by implementing LSTM deep learning to forecast costs, sales, and next purchase day
- Instituted program that collects food waste and donates it to Coventry Food Pantry
- Reported non-rent overhead and vendor transactions
- Oversaw daily recipe preparation, food storage, cooking, and donation
- Designed, secured, and maintained www.paolas.pizza
- Used knowledge of Spanish to receive orders from Spanish-speaking customers

SKILLS

Programming:	Proficient in HTML, CSS, MYSQL, and Python
Software:	Proficient in Excel and Quickbooks
Accounting:	Able to draft income statement, balance sheet, and statement of retained earnings

ACTIVITIES

Lafayette College

Consulting Club, Investment Club, Coventry Food Pantry, Cunningham Piano Competitor, Pottery Club

The Hill School

Track and Field Co-Captain, avid pianist, PAISSA Soccer State Champion

AWARDS

Dean's List

Recognizing students who achieve at least a 3.60 average GPA

Lafayette College
November 2019 - May 2020